

62.41

General Trade Edition

DIG & DUNG

WITH 1955 PRICES

Sales and Service Bulletin



BLUE LABEL DAHLIAS

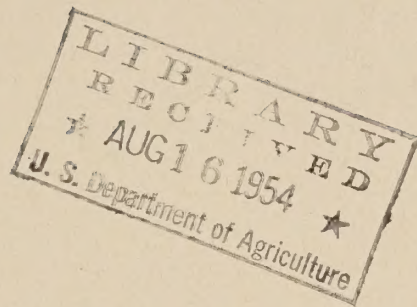


Sure to Grow · Free from Disease · True to Name

WAYLAND DAHLIA GARDENS

E. R. & H. M. RYNO, Props.

Wayland, Mich., U.S.A.



Attention Buyer or Advertising Manager

General Trade Edition

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific. —Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 22

WAYLAND, MICHIGAN U.S.A., SEASON OF 1955

NO. 1

DAHLIAS FOR FIFTY-FIVE

Although we have our usual planting of 80 acres of dahlias this year (over a million plants), I do not believe the total acreage in dahlias this year will be as large as it was last year. If weather conditions are favorable to a better crop than last year this should provide enough dahlias to meet next year's demands, but I believe even in such event most of the crop will be marketed through the jobbers rather than direct from the growers as it has been in past years. This is bound to mean higher prices and fewer of the better class varieties than have usually been available to the dealer; and it will also tend to place a larger part of the crop through the local retail dealer such as super-markets, drug and hardware stores and the like.

Reports from our mail order customers show that this class of trade is really hurting them — in fact, nearly all of them dropped about 20% on their catalog sales last year. This drop was not on dahlias alone but applied to seeds, bulbs, plants, shrubs and nearly all horticultural items. I attribute much of this drop to the fact that the seed catalogs are being mailed much later than in years past so most of them strike the real planter about the same time these goods are being offered through the retail stores. Most people like to plan their seed orders in the early winter and if the order is not in much before planting time it is quite likely to go to the local retail store.

We, therefore, suggest that you get your Reservation Order in early this year while our stock is still available and thus be able to meet market conditions regardless of whether you sell directly by mail or as a jobber. The fact that we accept these Reservation Orders on a tentative basis protects you so far as price is concerned because you are certain that our actual grower's prices will not be reduced by other growers under present conditions.

Among the hundreds of dahlias

which have been listed on the Honor Rolls during the past several years how many have survived to a point where even so few as 5,000 roots are available from all sources? I do not believe more than a dozen such can be named. Surely there must be something wrong with the scoring or rating system which does not show any greater endurance than this record. Dahlias don't go out of style or deteriorate so why is it that the Honor Roll of today is so often forgotten tomorrow?

Mr. Morgan T. Riley makes this pertinent remark in an article published in the Flower Grower. "For dahlias that have won once can win again. They not only can but they do."

While we are listing more than one hundred and fifty varieties of dahlias as grown in quantity and available to the wholesale trade, yet this does not mean that we are advising you to make such an extended list for your retail trade. In fact, we believe best results will be obtained by the average dealer where his list is limited to a reasonable number — say two or three collections of four to six varieties each — of the standard varieties with a few of the newer dahlias added to keep the list alive and up to date. Where the list is well chosen little or no change from year to year will be necessary to build a steadily increasing demand. In fact, most dealers find they sell more of such standard varieties as Jane Cowl, Mrs. I. de Ver Warner, White Wonder, Boutillier, etc., each succeeding year even with very little change in their list of varieties or their regular mailing list.

We wish you could visit us this fall and take a trip through our gardens. Here you would see, not just a few plants of each of a number of varieties as you would find in most dahlia gardens but whole fields devoted to nothing but dahlias — large mass plantings of thousands of plants of

each of the leading varieties — all under the very highest state of cultivation possible and offering an inspiration to almost any man who likes to see things grow and grow right. We should also like to have you go through our storage cellars. Here we have absolutely fireproof and frostproof storage built especially for dahlias and with a capacity of 3,000,000 roots each season. We believe after such a visit to our place you would be convinced that your chance of getting the best stock available is really greater when you deal with us than it would be were you to buy from some jobber whose growing connections are variable and uncertain.

Every year we have many requests for prices on undivided clumps of dahlias. To these inquiries we wish to state that we do not sell or offer for sale undivided clumps at any time. We have ample storage space for our entire crop, and all clumps are cut to one eye divisions ready for planting when offered for sale.

We have been growing dahlias for a great many years and we admit that in many points we have strayed from the beaten paths as regards our method of handling our stock. Most growers wait until spring before dividing their clumps but this would be impossible with us both because of the fact that we usually start shipping early and that we have a very large number of clumps to divide. It is, therefore necessary that we start dividing our clumps just as soon as we have done digging. When the divisions are made each root is trimmed, all fresh cuts are treated with hydrated lime to prevent mold and rot before being placed in our stock rooms where they remain until time for shipment. As we keep these rooms dark, cool and at a very high humidity point — just below the point of drip — we are thus able to carry our stock through in perfect condition without having roots rot or shrivel before spring.

DIG & DUNG

PUBLISHED BY
WAYLAND DAHLIA GARDENS
E. R. & H. M. Ryno, Props.
Wayland, Michigan

SEASON OF 1955

FOR MAIL ORDER TRADE

Since our business was started in 1925 we have made a specialty of dahlias for the mail order trade; and every year we supply, either directly or indirectly, nearly all the great seedsmen, nurserymen and mail order houses in the great midwest as well as many of those near both the Atlantic and Pacific coasts. To meet the requirements of this trade it has been necessary for us to keep our list thoroughly up to date adding all the better varieties as soon as they were introduced, keeping our prices as low as possible to enable our dealers to offer these newer and better varieties at popular prices, and maintaining a uniform high standard of quality which would insure complete satisfaction among our dealer's customers.

At the start of this business dahlias were a rather unimportant item in most of the catalogs and entirely omitted from many of them. Seldom did you see more than three or four of the older varieties listed or more than an eighth of a page devoted to them. Now after more than 25 years dahlias have become one of the leading features in nearly every catalog with many varieties listed, some of them illustrated in full color and others in black and white. The sales have been increasing and profits are as large as on any other item in the catalog.

We feel that our efforts are at least to some extent responsible for much of this development and we also believe that the fact that we have served so many of these customers year after year for so many years should be a pretty good indication of the character of our stock and service for this particular line of trade.

If you sell your goods by mail and issue a catalog, our long experience in this particular line of work might be of considerable value to you; and, of course, such information as we are able to give you is available without cost to you.

Wrapped Dahlias For Counter Trade

This is another item in our list which has proved to be a very good seller and we think it will be found far more satisfactory to the dealer than bulk roots which deteriorate much more noticeably when placed in open air and light than they do when each root is wrapped and labeled. These roots will come in very fine varieties which should sell readily at 25c, 35c and 50c each and they cost you only 10c each which leaves a handsome profit even at the lowest price. See page 6.

FOR JOBBERS' TRADE

We are supplying many of the largest jobbers with roots which are suitable for packaging and selling through the retail trade. It is impossible for us to cut our prices on such stock in regular named varieties but by offering our assorted large flowering varieties under definite colors we have been able to meet the requirements of this trade to their complete satisfaction.

The colors we are offering for this particular trade are those most in demand and we can assure our customers of really wonderful values on this particular item at a uniform price of 6c per root, customers selection of color. No orders for less than 1,000 roots will be accepted at this price.

For Advertising And Bargain Offers

We are probably the only growers in the country who is in a position to supply dahlias in quantities running up into the thousands or hundreds of thousands of roots for use as special advertising or premium offers and we have complete facilities for direct mailing of such offers when desired. If you are interested in this particular kind of a deal we shall be glad to quote on your specification.

Boxed Dahlias For Counter Trade

Modern methods of merchandising, such as the Super-market, Serve-self stores, etc., are creating a remarkable demand for nearly all horticultural products in packages which will sell on sight depending largely on the use of color on the package to take the place of a personal salesman. To meet the demand of this particular class of trade we are offering a complete line of Boxed Dahlias comprising collections of many varieties at prices ranging from 30c to \$1. per box for collections which normally retail from 89c to \$3.75 per box. These packages are under special four color labels and sell readily at sight and the margin of profit on each sale is as great as offered by any line of goods on the market.

We are offering a number of ready made collections this year and in case orders are of sufficient size we can make up special collections giving you such varieties as you may desire in almost any price range. This special service will be of interest to many of our jobber customers who may wish to have their own special collections made up to sell at their own prices to their particular customers.

Colored Posters

We have prepared a set of three posters in quarter-sheet, half-sheet and full-sheet sizes which, we believe, will aid in your display of our goods and greatly increase your sales. A set of these posters may be had by any of our customers upon request.

Collections And Units

We have always believed strongly in offering dahlias in collections at a special price per collection as well as by listing them individually and selling by the single root. This gives the customer a perfectly balanced selection of types or colors and at the same time saves considerably on the cost of packaging and mailing.

There are really seven different shades of color among dahlias, as follows: — Red, Pink, Yellow, White, Lavender or Purple, Buff or Orange and Bi-color. In offering collections of dahlias these colors should be carefully blended and each collection should be made up about as follows: —

Collection of three roots — Red, Pink and Yellow.

Collection of four roots — Red, Pink, Yellow and White.

Collection of five roots — Red, Pink, Yellow, White and Lavender or Purple.

Collection of six roots — Red, Pink, Yellow, White, Lavender or Purple and Buff or Orange.

Collection of seven roots — All seven colors or shades.

Offered in such collections a minimum price of \$1. is possible and larger collections and better varieties can be sold at higher prices ranging up to \$5. or more and yet without being much out of line with prices such as are almost always charged by the leading growers.

Nationally Known Brands

Most of the leading stores realize the importance of making connections with the producers of nationally known lines in every branch of trade. Dealers attach a money value to agencies for such concerns as General Motors, Ford, General Electric, Westinghouse, Etc., because they know that these concerns are putting up products in which the dealer can feel absolute confidence when he recommends it to his own customers. Such concerns are not fly-by-night organizations who are here today and gone tomorrow but have a reputation of many years of square dealing which every customer in every line is bound to take into consideration when he makes his own purchases.

This same fact applies to dahlias. We have been growing dahlias for many years; our exclusive brand of Blue Label Dahlias is favorably known among all the leading dahlia growers from coast to coast and we have sold these dahlias year after year through the very highest class trade. Our products are being planted every year in every state in the union as well as in all of our territorial possessions; and we are generally recognized as by far the largest grower of dahlias in the world.

All these facts should have some weight with you when you come to place your order. Do you want the very finest American product or do you want some unknown and unheard of line of goods that may perhaps be offered for less money or with a lot of promises that cannot be fulfilled?

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality and not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$50.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$50.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up — labor, paper, boxes and packing material, fuel, taxes, etc. — it will be noted that we have advanced prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWER PRICES FOR 1955

This stock is all produced on the American farms of the world's largest dahlia grower. Every root can be depended upon to be **Sure to Grow, Free from Disease, True to Name.** No imported bulbs in our stock and absolutely no varieties which have not been thoroughly tested and proved in actual field culture.

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 5c per root to cover additional cost of labelling and packing.

10% extra count is given in all cases — that is 11 for 10, 110 for 100, etc., — except where roots are packed in special boxes or cartons ready for reshipment — to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots — not plants — planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters — no haggling, no broken necks, no culls — every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

LARGE FLOWERING TYPES

- (A) Art or Peony-flowered (B) Ball or Show (C) Cactus (D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

At 5c Each

Dahlias in this group should retail at 6 for \$1.

MIXED — Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6 or 8 in a special corrugated slide box, 5 x 6 x 2½ inches, at 5c per box extra.

At 6c Each

Dahlias in this group should retail at 4 for \$1.

MIXED BY COLOR — This item is made up from surpluses in our named varieties, and is intended especially for Jobber's Trade. Not less than 1,000 roots of a color can be supplied under this offer. Available in Red, Pink, Yellow, White and Lavender.

At 7c Each

Dahlias in this group should retail at 25c each.

Geisha (A) Yellow and red
Queen Wilhelmina (A) Pure white
A. D. Livoni (B) Pink
Bonnie Blue (B) Bluish
Floral Park Jewel (B) Red tipped white
Glory de France (B) Yellow and red
Mrs. C. D. Anderson (B) Crimson mauve
Orange Ball (B) Orange
Red Chief (B) Bright red
Schampel's Ball (B) Buff tipped white
Storm King (B) White
Stradella (B) Rose Purple
Vivian (B) White tipped purple
Yellow Duke (B) Yellow
Bertha Horne (C) Bronzy yellow
Celia (C) Lavender pink
Libelle (C) Royal purple
Countess of Pembroke (D) Lavender
Darlene (D) Shell pink

Doazon (BIG GUS) (D) Orange scarlet
Dr. Tevis (D) Salmon pink
Yellow Colosse (D) Yellow

At 8c Each

Dahlias in this group should retail at 35c each.

Cleopatra (A) Golden buff
Diana (A) Scarlet. This is the true Marean Diana.
Rosalia Styles (A) Pink
White Cap (A) White
Etenard de Lyon (C) Lavender
Aida (D) Maroon
Avalon (D) Yellow
Barbara Redfern (D) Large gold and rose
D. M. Moore (D) Maroon, almost black
Ellinor VanderVeer (D) Glowing rose pink
Gallant Fox (D) Red
Harry Mayer (or Blue Moon) (D) Pale roselyn purple
Iowa (D) Maize tipped pink
Judge Alton B. Parker (D) Golden buff
Margaret Woodrow Wilson (D) Creamy white
suffused pink

Mina Burgle (D) Red
 Oyster Bay Beauty (D) Large oxblood red
 Rosa Nell (D) Deep rose pink
 Rose Glory (D) Rose Lavender. Fine cut flower.
 Sanhican's Bluebird (D) Large Bluish
 Sanhican's Monarch (D) Large Tyrian rose center,
 lighter tips
 Silver Sheen (D) Lavender
 Texas (D) Orchid
 The Commodore (D) Most dependable giant yellow
 informal
 White President (D) White

At 10c Each

Dahlias in this group should retail at 50c each

Charlotte Caldwell (B) Large orange
 City of Cleveland (D) Huge orange suffused red
 Charlotte Alexander (D) White tipped rose pink
 Commando (D) Large lavender
 Hillcrest Mandarin (D) Large red and yellow
 Gertrude Brinton (D) Bright red
 Marshall's Pink (D) Light pink. Fine cut flower
 Mrs. I. de Ver Warner (D) Orchid lavender
 Nanaquaket (D) Large pink
 Penn Charter (D) Huge buff tinted apricot
 Rose Fallon (D) Giant old gold
 Zadig (D) Golden buff

At 12c Each

Dahlias in this group should retail at 50c each

Blue River (D) Huge bluish
 Eleanor Radell (D) Rose pink. Fine cut flower
 Jane Cowl (D) Bronzy buff and salmon
 Josephine G. (D) Pink
 Kemp's White Wonder (D) Large white
 King Alfred (D) Red with light reverse
 Mrs. Geo. Le Boutillier (D) Finest large red
 Omar Khayyam (D) Large red and orange
 Oriental Glory (D) Cadmium orange
 Pride of Stratford (D) Fine large reddish orange
 Robert Treat (D) American Beauty red
 Sagamore (D) Apricot buff
 Sharazad (D) Huge pink
 Snowdrift (D) White
 W. H. T. (D) Old rose
 Wm. H. Hogan (D) Large red and white bi-color
 Wenning's White (D) White

At 15c Each

Dahlias in this group should retail at 50c to 75c each

Arcturus (D) Scarlet and gold
 Betty Zane (Pink Favorite) (D) Large pink
 California Idol (D) Finest large light yellow
 Daddy Kemp (D) Hugh reddish purple
 Delwood's Glorious (D) Deep pink
 Fred Springer (THE GREAT KILLY LIEU or BEDDING
 or HEDGING DAHLIA) (D) Brilliant red

George A. Relyea (D) Orange tipped white
 Girl of Hillcrest (D) Golden Buff
 Incandescent (D) Bronzy yellow and pink. Good
 cut flower
 Jersey's Sovereign (D) Salmon orange
 Jimmy Foxx (D) Henna
 Kilgore's King (D) Large yellow shaded pink
 Montebello (D) Violet crimson
 Mrs. Thomas A. Edison (D) Rich red with lighter reverse
 Red Sunset (D) Bright red
 Robert Scott (D) Autumn shade
 Sherwood's Peach (D) Giant bright salmon buff
 Wm. G. Wyllie (D) Large yellow, buff and pink

At 20c Each

Dahlias in this group should retail at 50c to 75c each

Daughter of Venus (C) Lavender
 Gov. Heil (C) Orange
 Jersey's Melody (C) Pink and yellow
 Osa Helen (C) Huge American Beauty red
 Alice May (D) Fine large white
 Carl Dahl (D) Large apricot and pink
 Col. Lewis (D) Large dark pink
 Detroit (D) Rich red
 Dorothy Ward (D) Large lavender
 Eva Martin (D) Pink
 Forest Fire (D) Yellow overlaid red
 Glamour (D) Huge purple
 Kilgore's Purple (D) Purple
 Kindig's Purple (D) Large purple
 Link's Gorgeous (D) Yellow overlaid pink
 Miss Oakland (D) Large pure white
 Monarch of the East (D) Huge golden buff
 Mrs. W. Keene (D) Yellow
 Ogden Reid (D) Huge informal pink
 Pink Profusion (D) Pink
 Thomas A. Edison (D) Royal purple
 Twilight (D) Pinkish lavender
 Zant's Pink (D) Dark pink
 Zant' Purple Beauty (D) Fine large purple
 Zant's White (D) White

At 25c Each

Dahlias in this group should retail at \$1. each

Amelia Earhart (C) Autumn shade
 Mrs. E. J. (C) White suffused pink
 Dorothy Tooker (D) Mammoth informal white
 suffused pink
 Everybody's Favorite (D) Orchid lavender
 Florist's Beauty (D) Medium size red tipped white.
 Fine cut flower
 Kemp's Glamorous (D) Large yellow and pink
 Kemp's Great Eastern (D) Huge orange gold
 Kemp's Monarch (D) Reddish orange
 Premier's Winsome (D) Huge light pink
 Treva Tobin (D) Huge Lavender
 Victory (D) Large salmon pink

SMALL FLOWERING TYPES

While our planting of Pompons and Miniatures is still quite limited, our plants at the date of this writing (July 15th) are looking very fine and should give us a crop sufficient to take care of those of our customers whose catalog circulation is not over 200,000 copies. Our planting stock this year was entirely of our own growing and we, therefore, can feel certain that it is absolutely true to name and free from disease.

Pompons At 10c Each

Dahlias in this group should retail at 25c to 35c each

Amber Queen (P) Apricot and amber
Challenge (P) Red tipped white
Bobby (P) Plum
Darksome (P) Maroon
Edith Mueller (P) Gold edged orange
Jill (P) Buff
Johnny (P) Red
Jonkheer C. Van Sitters (P) Yellow tipped orange
Morning Mist (P) White suffused lavender
Phyllis (P) Purple
Rosalie (P) White suffused pansy purple
Sunbeam (P) Red with yellow base
Yellow Gem (P) Yellow

Miniatures At 10c Each

Dahlias in this group should retail at 25c to 35c each

Baby Royal (M) Salmon pink
Blue Eyes (M) Bluish
Corinna (M) Deep yellow
Diana Jean (M) Light yellow
Fairy (M) Tiny Jersey's Beauty pink
Grace O'Neil (M) Pink tipped white
Orchid Lady (M) Orchid lavender
Princess Alba (M) White
White Fawn (M) White

Mixed Pompons and Miniatures At 7c Each

Dahlias in this group should retail at 25c each

We shall have a few thousand roots of Mixed Pompons and Miniatures available. This mixture will be especially desirable for Florist's planting and Bargain Offers.

Wrapped Dahlias 1955 ASSORTMENT

FOR COUNTER TRADE

100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled (Order 1955 Assortment) - \$10.00

This will include large size colored posters and streamers which will practically sell these dahlias without effort on your part. Order several collections to be sure you have enough to supply all your customers.

Get Your Reservation Order In Now

Stock to be Shipped When Needed

Why not order one (or more) of these collections and a case of each one of our boxed dahlias described on the next page so you will have a complete line to meet the demands of all classes of trade? The total cost would be only \$58.60 (for a total of 568 roots) and your profit would be more than 100% on the lot.

Wayland Dahlias Gardens

Largest Dahlia Growers In The World

E. R. and H. M. Ryno, Props.

WAYLAND

PHONE 3661

MICHIGAN

BOXED DAHLIAS For Counter Trade



We are offering a very fine line of Boxed Dahlias for Counter Trade this year with two entirely new Series added to give us a line which will include some of the newer varieties and also the well liked ball type dahlias at very low prices. All these boxes have specially designed four color labels and will sell readily without any sales effort on the part of the dealer. We suggest that you place your order for several of the Series because many customers will want a box or more from each Series once they see the packages. Orders should be placed early and shipping date should be specified so you may have the goods to place on sale not more than a week or two before planting time which is a week or two before your last killing frost.

SERIES A — 6 roots of large-flowering dahlias, assorted types and colors, varieties not indicated on label and roots not separately wrapped. Packed in box with 4-color label. Price to you 30c per box (\$3.60 per case). Retail for 89c to \$1. per box.

SERIES B — 6 roots of Beautiful Dahlias, varieties indicated on label, 1 Art-type, 1 Ball-type, 1 Cactus-type and 3 Decorative type, each root wrapped and labeled individually. Price to you 50c per box (\$6. per case). Retail at 98c to \$1.50 per box.

SERIES E-1 — 6 roots of Exhibition Dahlias, all large decorative type, standard varieties indicated on box, each root wrapped and labeled individually. Price to you 60c per box (\$7.20 per case). Retail at \$1.29 to \$2.00 per box.

SERIES E-2 — 6 roots of Exhibition Dahlias, all newer dinner plate size varieties indicated on box, each root wrapped and labeled individually. Price to you 75c per box (\$9.00 per case). Retail at \$1.59 to \$2.50 per box.

SERIES H.R. — 5 roots of the finest Honor Roll dahlias, varieties indicated on box, each root wrapped and labeled individually. Price to you \$1. per box (\$12. per case). Retail at \$1.98 to \$3.75 per box. The varieties included in this collection are the very finest grown and generally sold by retail growers for \$1. or more per root — and we consider them worth the money.

SERIES G. — 4 giant dahlias, dinner plate size varieties indicated on box but not wrapped and labeled individually. Price to you 50c per box (\$6. per case). Retail at 98c to \$1.50 per box.

SERIES BALL — 6 ball-type dahlias, varieties indicated on box but roots not wrapped and labeled individually. Price to you 40c per box (\$4.80 per case). Retail at 89c to \$1.50 per box.

ALL BOXED DAHLIAS are packed in cases of 12 boxes only. Please do not ask us to break cases.

A FULL SET OF COLORED ADVERTISING POSTERS — quarter-sheet, half-sheet, and full-sheet sizes — included with each order.

Wayland Dahlia Gardens

Phone 3661

Wayland, Michigan

Get Your Reservation Order in Early

This year we have the largest and most complete planting of dahlias in our history and are in a position to furnish nearly every one of the newer and better varieties in any quantity required. Prices are based on actual cost of production, using the most modern equipment, and facilities for rendering prompt and satisfactory service to customers are in keeping with our modern American ideas of mass production and distribution. We are already booking orders for 1955 shipment and since we require no deposit with your order we urge that you look over our price list carefully as soon as you receive this bulletin and forward us your Reservation Order without delay. This will insure your getting the finest American grown dahlias, produced on the American farms of the world's largest dahlia grower. Don't mislay this price list or put off making your estimate of your next spring's requirements. Make your selection while dahlias are in bloom which is from September 1st until frost.

WAYLAND DAHLIA GARDENS

Home of a Million Dahlias

WAYLAND

PHONE 3661

MICHIGAN

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send either cash in full or 25% with order, balance C.O.D. Parties whose credit is approved may order roots shipped any time after Nov. 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan